Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

      1.   (Currently Amended) A ~~computer~~ system for requesting advertisements to be placed along with content on behalf of an advertiser in association with at least one keyword, comprising:

      <u>one or more computer systems that collectively implement at least:</u>

      a plurality of advertisement generators <u>that each use at least one algorithm to identify search terms corresponding to an item, determine at least one item-specific visual element, create a link to information about the item, and generate an advertisement set for the item that includes at least one associated advertisement having the item-specific visual element, the link, and at least one search term matching the at least one keyword;</u> ~~each operable to automatically generate an advertisement set for the advertiser and the at least one keyword, each advertisement generator including at least one algorithm for identifying search terms corresponding to an item to be advertised, determining at least one item-specific visual element of an advertisement being created for the item, and creating a link to information about the item, each generated advertisement set including at least one associated advertisement created using the determined item-specific visual element, the link to information about the item, and at least one search term matching the at least one keyword;~~

      a fee calculator that at least calculates fee amounts for each of the advertisement sets generated by the advertisement generators based at least in part on anticipated profitability of the advertisement sets;

      an advertisement manager that, at least:

            receives from the advertisement generators advertisement sets,

            receives from the fee calculator a fee amount for each of the generated advertisement sets,

determines whether an advertisement set is currently submitted to an advertisement placement service for a set of keywords including the at least one keyword,

when an advertisement set is not currently submitted to the advertisement placement service for the set of keywords, selects one of the generated advertisement sets for submission to the advertisement placement service; and

when an advertisement set is currently submitted to the advertisement placement service for the set of keywords, <u>determines whether at least one of the generated advertisement sets would avoid conflict with the submitted advertisement set with respect to the at least one search term of the submitted advertisement set and, when at least one of the generated advertisement sets is determined to avoid conflict,</u> selects one of the generated advertisement <u>sets determined to avoid conflict;</u> ~~sets so as to avoid conflict with respect to the set of keywords of a currently submitted advertisement set;~~ and

an advertisement submitter that, when an advertisement set is not currently submitted to the advertisement placement service for the set of keywords at least:

receives from the advertisement manager the selected advertisement set and the fee amount for the selected advertisement set, and

sends to the advertisement placement service a request to place the selected advertisement set along with content associated with the keyword at the fee amount of the selected advertisement set.

2.   (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3.   (Canceled)

4   (Previously Presented) The computer system of claim 1 wherein the advertisement manager selects <u>one of</u> the <u>generated</u> advertisement <u>sets</u> ~~set~~ based at least in part on a determined likelihood of users selecting the advertisement of the advertisement set when the advertisement is placed along with the content associated with the keyword.

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5. (Canceled)

6. (Currently Amended) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter is associated with a respective different [[an]]advertisement placement service.

7. (Previously Presented) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based at least in part on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Currently Amended) A method in a computer system for placing advertisements for an advertiser offering an item for consumption, the method comprising:

  under the control of one or more computer systems configured with executable instructions,

    using each of a plurality of different algorithms to at least:

      identify search terms corresponding to the item;

      determine at least one item-specific visual element;

      create a link to information about the item; and

      generate an advertisement set for the item that each include at least one associated advertisement having the item-specific visual element, the link, and one or more of the identified search terms;

    automatically creating at least one advertisement for each of a plurality of advertisement sets being generated using a plurality of advertisement generators, each advertisement generator including a different algorithm for at least determining at least one item-specific visual element of the at least one advertisement being created for a respective advertisement set, each advertisement set being generated for a common advertiser and a set of keywords including at least one common keyword, each advertisement set including the

~~respective at least one automatically created advertisement and the at least one common~~

~~keyword, and each advertisement set associated with a corresponding bid amount;~~

submitting one or more of the generated advertisement sets to an advertisement

placement service with a bid amount;

determining whether at least one of the generated advertisement sets would avoid

conflict with the submitted one or more advertisement sets with respect to the at least one search

term of the submitted one or more advertisement sets;

when at least one of the generated advertisement sets is determined to avoid

conflict:

selecting, based at least in part on the identified search terms of the

submitted one or more advertisement sets, an unsubmitted advertisement set that

avoids conflict with the submitted one or more advertisement sets; and

~~determining whether an advertisement set is currently submitted to an~~

~~advertisement placement service for each set of keywords;~~

~~when an advertisement set is not currently submitted to the advertisement~~

~~placement service for the set of keywords, at least:~~

~~selecting one of the advertisement sets for submission to the advertisement~~

~~placement service;~~

submitting the selected unsubmitted advertisement set to the

advertisement placement service. ~~service a request to place the at least one~~

~~advertisement specified by the selected advertisement set;~~

~~analyzing the effectiveness of the placed advertisement, the effectiveness~~

~~of the placed advertisement being based at least in part on at least a financial benefit of~~

~~placing the advertisement; and~~

~~subsequently selecting an advertisement set for placement with the~~

~~advertisement placement service based at least in part on the analysis and so that the~~

~~selected advertisement set does not conflict with an advertisement set that is currently~~

~~submitted to the advertisement placement service, the conflict being determined with~~

~~respect to the set of keywords.~~

10.   (Currently Amended) The method of claim 9 <u>further comprising:</u>

analyzing, ~~wherein the effectiveness of the placed advertisement is~~ based at least in part on profit resulting from <u>user selection of submitted one or more advertisement sets, the effectiveness of the one or more submitted advertisement sets, and wherein said selecting is based at least in part on said analyzing.</u> ~~a user selecting the advertisement.~~

11.   (Currently Amended) The method of claim 9 wherein the advertisement placement service places the advertisements <u>associated with the submitted one or more advertisement sets</u> with search results associated with a search term matching the at least one common keyword.

12.   (Currently Amended) The method of claim 9 wherein the advertisement placement service places the <u>advertisements associated with the submitted one or more advertisement sets</u> ~~advertisement~~ with content associated with a keyword that matches the <u>one or more identified search terms of the submitted one or more advertisement sets.</u> ~~at least one common keyword of the selected advertising set.~~

13.   (Currently Amended) The method of claim 9 including calculating the bid amount based at least in part on advertising metrics collected by the ~~common~~ advertiser.

14.   (Currently Amended) The method of claim 13 <u>including adjusting</u> ~~wherein~~ the bid amount ~~is adjusted~~ based at least in part on the advertising metrics.

15.   (Canceled)

16.   (Currently Amended) The method of claim 9 wherein <u>selecting the</u> <u>unsubmitted</u> ~~the~~ advertisement set is ~~selected~~ based at least in part on the effectiveness of <u>an</u> <u>advertisement</u> ~~the advertisement~~ generator that generated the advertisement sets.

17.   (Previously Presented) The method of claim 9 including calculating the bid amount based at least in part on a profit-based algorithm.

       18.   (Previously Presented) The method of claim 9 including calculating the bid amount based at least in part on a revenue-based algorithm.

       19.   (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

       20.   (Currently Amended) The method of claim 9 including filtering the generated advertisement sets based at least in part on frequency of keywords in content.

       21.   (Previously Presented) The method of claim 9 including filtering the generated advertisement sets based at least in part on desirability of keywords.

       22-34. (Canceled)

       35.   (Currently Amended) A computer program product embedded in a computer-readable medium and including processor-executable instructions for placing advertisements, comprising:

       program code for using a plurality of different algorithms to:

           identify search terms corresponding to the item;

           determine at least one item-specific visual element;

           create a link to information about the item;

           generate an advertisement set for the item that each include at least one associated advertisement having the item-specific visual element, the link, and at least one search term of the identified search terms;

~~for automatically creating at least one advertisement for each of a plurality of advertisement sets being generated using a plurality of advertisement generators, each advertisement generator including a different algorithm for at least determining at least one item-specific visual element of the at least one advertisement being created for a respective advertisement set, each advertisement set being generated for a common advertiser and a set of keywords including at least one common keyword, each advertisement set including the~~

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~~respective at least one automatically created advertisement and the at least one common~~
~~keyword, and each advertisement set associated with a corresponding a bid amount;~~

program code for associating each generated advertisement set with a
corresponding bid amount;

program code for determining whether an advertisement set is currently submitted
for ~~each~~ the search terms included in the generated advertisement sets; ~~set of keywords;~~

program code for, when an advertisement set is not currently submitted for the
search terms included in the generated advertisement sets, ~~set of keywords,~~ submitting a request
specifying a selected advertisement set for the set of keywords;

~~program code for analyzing an effectiveness of the submitted advertisement set~~
~~based at least in part upon a financial benefit of placing the advertisement; and~~

program code for, when one or more advertisement sets are currently submitted
for at least one search term included with at least one corresponding generated advertisement set:

determining whether one or more unsubmitted generated advertisement
sets would avoid conflict with the one or more currently submitted advertisement sets
with respect to the at least one search term of the one or more currently submitted
advertisement sets; and

when one or more of the generated advertisement sets is determined to
avoid conflict:

selecting one of the unsubmitted generated advertisement sets
determined to avoid conflict; and

submitting the selected one or more unsubmitted generated
advertisement sets determined to avoid conflict. ~~subsequently selecting an~~
~~advertisement set to be submitted for the set of keywords based at least in part on~~
~~the analyzing and so as to avoid conflict with respect to the set of keywords of a~~
~~currently submitted advertisement set.~~

36.   (Currently Amended) The method of claim 9, further comprising:

detecting a ~~potential~~ conflict among at least two of the generated ~~between ones of the plurality of~~ advertisement sets with respect to the identified search terms for the ~~set of keywords for which each of the ones of the plurality of~~ at least two generated advertisement sets ~~was generated~~; and

submitting the at least two generated advertisement sets for which the potential conflict was detected in a round-robin manner. ~~selecting each of the detected ones of the plurality of advertisement sets for submission to the advertisement placement service in a round-robin manner.~~